<center>**CLAIMS**</center>

We claim:

1   1.   A method of placing ads in a digital video stream, comprising:

2   detecting that the digital video stream should change from a first mode to a

3   second mode;

4   obtaining an ad, wherein the ad is determined by a relationship between the first

5   mode and the second mode; and

6   placing the ad into the video stream prior to displaying the second mode.

1   2.   A method of claim 1, wherein the relationship between the first mode and the

2   second mode is a lead-in.

1   3.   A method of claim 1, wherein the relationship between the first mode and the

2   second mode is a lead-out.

1   4.   A method of claim 1, wherein the relationship between the first mode and the

2   second mode is a quick-skip.

1   5.   A method of claim 1, wherein the relationship between the first mode and the

2   second mode is a transition.

1   6.   A method of claim 5, wherein placing the ad includes wiping the ad across the

2   video stream wherein the ad incrementally enters the display prior to the second mode

3   incrementally entering the display.

1   7.   A method of claim 1, wherein the ad is obtained in real-time.

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1 8. A method of claim 1, wherein the ad is further determined by an ad placement

2 engine.

1 9. A method of claim 1, wherein the ad is further determined by previously collected

2 user information.

1 10. A method of claim 1, wherein the ad is further determined by an ad placement

2 engine using context information and previously collected user information.

1 11. A method of claim 1, wherein the ad is placed in a digital video recorder.

1 12. A method of claim 1, wherein the ad is an animation.

1 13. A method of claim 1, wherein the ad is dynamically placed.

1 14. A method of placing ads in a digital video stream, comprising:

2 detecting that the digital video stream should change from a first mode to a video

3   playback mode;

4 obtaining a lead-in ad; and

5 placing the lead-in ad into the video stream prior to displaying the video playback.

1 15. A method of placing ads in a digital video stream, comprising:

2 detecting that the digital video stream should change from a video playback mode

3   to a second mode;

4 obtaining a lead-out ad; and

5 placing the lead-out ad into the video stream prior to displaying the second mode.

1 16. A method of placing ads in a digital video stream, comprising:

2 detecting that the digital video stream should change from a first video playback

3 mode to a second video playback mode, the first video playback mode and

4 the second video playback mode referring to different points of time in a

5 video segment;

6 obtaining a quick-skip ad; and

7 placing the quick-skip ad into the video stream prior to displaying the second

8 mode.

1 17. A method of placing ads in a digital video stream, comprising:

2 detecting that the digital video stream should change from a first mode to a

3 second mode;

4 determining that the relationship between the first mode and second mode is not

5 at least one of a lead-in mode change, a lead-out mode change or a quick-

6 skip mode change;

7 obtaining an transition ad, wherein the ad is determined by a relationship between

8 the first mode and the second mode; and

9 placing the transition ad into the video stream prior to displaying the second

10 mode.

1 18. A method of placing ads into a digital video stream, comprising:

2 receiving notification that the digital video stream should change from a first

3 mode to a second mode;

4 obtaining an ad, wherein the ad is determined by a relationship between the first

5 mode and the second mode; and

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6   sending an ad to be placed into an output video stream prior to displaying the

7   second mode.

1 19. A digital video recorder for placing an ad into a digital video stream, comprising:

2   means for detecting that the video stream should change from a first mode to a

3   second mode;

4   means for obtaining an ad, wherein the ad is determined by a relationship between

5   the first mode and the second mode; and

6   means for placing an ad into an output video stream prior to displaying the second

7   mode.

1 20. A computer software product having instructions stored thereon for instructing a

2 computer to perform a method, comprising:

3   instructions configured to detect that the video stream should change from a first

4   mode to a second mode;

5   instructions configured to obtain an ad, wherein the ad is determined by a

6   relationship between the first mode and the second mode; and

7   instructions configured to place an ad into an output video stream prior to

8   displaying the second mode.